

Columbia County
Quit Line Data Summary
October 1 - December 31, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 2	N = 3,753
Percent of Statewide Calls	0.1%	100.0%
Percent of State Population in County¹	0.07%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N =	N = 3,291
Female	*	61.0%
Male	*	39.0%
Race/Ethnicity	N =	N = 2,816
People of Color	*	13.9%
White	*	86.1%
Age	N =	N = 2,956
Less than 18 years old	*	2.7%
18 - 24 years old	*	14.4%
25 - 34 years old	*	21.8%
35 - 44 years old	*	25.9%
45 years and older	*	35.1%
Education	N =	N = 2,860
Did not graduate high school	*	18.4%
High school graduate	*	33.3%
Some college/vocational school	*	34.9%
College graduate	*	13.5%
Caller Type	N =	N = 3,367
General Information	*	11.2%
Health care provider	*	2.9%
Tobacco user	*	85.9%
Payer Type	N =	N = 2,129
Insured	*	41.5%
Uninsured	*	24.9%
Medicaid	*	33.5%
Heard About	N =	N = 2,888
Past caller	*	18.5%
Employer/worksites	*	0.8%
Health care provider	*	21.8%
Television	*	18.4%
Outdoor advertisement (billboard/bus/wall)	*	7.2%
Targeted mailing	*	0.9%
Great Start	*	0.1%
Radio	*	2.2%
Newspaper/Magazine	*	2.2%
Brochure/Newsletter	*	6.2%
Family or friend	*	17.9%
Health Department	*	2.9%
School	*	0.9%